FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

## Summary Information

**Permit No:** F00052837-C **Type of Permit:** FILMING **Release Date:** 05/30/2012

**Production Company** MADHEART

**Insured Company Name** MADHEART

Contact Phone No. 1 805-494-0122
Contact Phone No. 2
Fax
Address 1109 FINROD CT
WETSLAKE VILLAGE, California
91361

**Production Title** HALLMARK

**Type of Production** Commercial - Standard

**Producer** Lisa Phillips

**Director** Jan Gleie

**1st AD** David Normand

**Production Manager** Cory Desrosiers

**FilmL.A. Coordinator** JDP - Jason Del Paine

**Location Manager** Norman Tokarsky
Primary Phone Mobile - 818-254-7110
Secondary Phone

**Location Assistant** N/A N/A
Primary Phone Mobile - 000-000-0000
Secondary Phone

### Fees

FILMLA FILM PERMIT RIDER FEE $100.00

**Total Permit Fee** $100.00

**Number of Locations** 1

NOT A PERMIT

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## Summary Information — Location



**Permit Number** F00052837-C
**Production Company** MADHEART
**Insured Company** MADHEART
**Production Title** HALLMARK

**Location Manager** Norman Tokarsky
Primary Phone Mobile - 818-254-7110
Secondary Phone

**Location Address** 1518 Pacific Ave, Los Angeles, CA, 90291

**Location Type** Retail Business

**Film Dates** 5/29/2012 - 5/29/2012 07:00 - 00:00 1 day

**Open or Closed to the Public** Closed

**Generic Conditions**
All Vehicles must be parked legally.
Community Survey Required
Must Maintain 5' Clearance on Sidewalks/Walkways
No cast or crew parking on area streets
No interference with vehicular or pedestrian traffic

**Please see attached document** Venice Area January 2010.pdf

**Equipment on Location**

| Type | Quantity |
|---|---|
| 5 or 10 ton trucks | 2 |
| Cast/Crew vehicles | 55 |
| Cube Trucks | 2 |

**Personnel on Location**

| Type | Quantity |
|---|---|
| Cast | 10 |
| Crew | 50 |

**Filming Activities** Equipment on property; Equipment on sidewalk, in curb lane & across street; Interior Dialogue; Girl Sitting @ Cafe;

**Jurisdiction** **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

**Thomas Guide** **Page:** 671 **Grid:** G6

**Location Notes** Must comply with Venice conditions

**Coordinator Note** RIDER C EXTENDS HOURS FROM 2300 TO 0000

**Parking**

**Base Camp**
Location Type : Other Location
940 Coeur D Alene Ave, Los Angeles, CA, 90291

**Crew Parking**
Location Type : Other Location
940 Coeur D Alene Ave, Los Angeles, CA, 90291

**Parking Notes**
Church of St Mark - Contact is Father Michael - 310-821-5058

SPOT CHECK PER LAFD WALK THRU, INSP ROTH

NOT A PERMIT

**SPECIAL FILMING CONDITIONS**
**VENICE AREA**

*The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.*

For purposes of these guidelines the Venice area is Santa Monica City limits to the north, Lincoln Boulevard to the East, Pacific Ocean to the west and Washington Boulevard to the South (including the Strand which is Pacific Avenue, Washington Boulevard, Via Marina, and the Pacific Ocean)

- **Affected residents and merchants must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted at least three (3) days in advance.*

- **Filming on holidays and weekends is generally not permitted**, especially during the summer. Exemptions may be granted on a case-by-case basis. Factors such as size of company, exact location and scope of intended filming, time of year, and anticipated impact on local parking will be considered when reviewing requests for such exemptions.

- **No vehicles shall be driven or parked on Ocean Front Walk between the hours of 10:00 a.m. and 7:00 p.m**. unless approved by The Department of Recreation and Parks.

- **Speedway shall not be used for parking of vehicles or equipment and must remain open to emergency vehicles.**

- **All vehicles and equipment (including private automobiles) associated with the production company shall be legally parked unless specific exemption is granted by the film permit.** No vehicles or equipment shall be permitted to park on Ocean Front Walk or the Venice Recreation Area property unless approved by The Department of Recreation and Parks. The use of private parking lots is strongly encouraged. Publicly owned parking lots in the area are managed by PCI parking and must be added to the filming permit and cleared with the appropriate agency.

- **Use of Los Angeles County beach parking lots have the following restrictions:**

    - **The Washington Boulevard lot is restricted to parking only between 7:00 a.m. and 10 p.m**. No community survey will be allowed for additional hours.
    - **Rose Avenue and Venice Boulevard lots require a community survey from affected residential buildings for any activity (parking or filming) prior to 7:00 a.m or after 10:00 p.m.**

- **Traffic control on all area streets shall be limited to a maximum of two (2) minutes.**

- **It is the responsibility of the production company to deploy sufficient police officers to ensure that traffic flow in the area is not unreasonably hindered.**

- **Additional Special Filming Conditions apply to filming on Washington Boulevard between Pacific Avenue and the Venice Pier, Abbot Kinney Boulevard, and Venice Beach.**

FilmL.A. Inc. PERMIT